

CHAPTER II

COMMUNITY APPEARANCE SURVEY

The visual survey of community needs is the key to a successful program for improving community appearance. The purpose of the appearance survey is to note the existing elements of landscape, sites, and structures which affect the aesthetic character of Woodfin and to identify opportunities for improving appearance.

The great number and variety of factors which create an individual's visual experiences and the great variations in people's visual needs and tastes make construction of an appearance survey a difficult task. In attempting to define the basic appearance elements which would be used as the focus for the appearance program, however, it was determined that the conditions relating to the Town's appearance could be placed in two general categories. One category, structural characteristics, includes all of those factors which concern the appearance of buildings; the second category, environmental characteristics, includes factors relating to the surroundings of buildings.

Within each of these categories, an effort was made to develop a fairly exhaustive list of conditions which could be used to identify visual assets and liabilities. From this list, the following group of basic conditions which are of primary importance to the appearance of the community.